

ANNIVERSARY



Anniversary

to Celebrate the Event

the goodwill of every housewife. The eye of all the Cohen thirty buyers has been turned to this "Cohen's store" was the order given. IT WILL BE A NEW STORE MONDAY, where every woman, man and child made to know Cohen's store as the one for the good, upright and g. New lots of goods will be added daily throughout the week, but it is advised to buy freely as despite the extra service that will be inaugurated, there may be disappointments in delivery

Men's Suits, Dresses, Coats, Skirts

will remember it with pleasure months from now, because every garment skill and the last word in fabrics. The beauty and originality of style lines

Satin Dresses

Full box pleated skirt, pretty, practical dresses; blouses trimmed with silk, bengaline collar and cuffs; navy, green, brown and black—

Remarkable Value at \$5

Afternoon, Street and Evening Dresses

in a wonderfully beautiful assortment to choose from; combination of lace and satin, velvets, chiffon, meteors crepe de chine—

Wonder Values for \$30 & \$39.50

Stylish Coats

tough Mixtures, silky zibelines and pressed plush, in a assortment of styles; selecting from these is a pleasure because there are so many individual styles—

Exceptional Values, \$20

Coats of Shepherd Checks, Zibelines and Rough Mixtures

In both belted and plain models, the most choice selection of medium priced coats seen anywhere this season—

The Coat of the Year for \$10

Skirts of All-Wool Serge

Tailored models; some with wide satin girdles; navy, black; tailoring, style and make perfect in every way; good values at the regular price—

\$5.75 Tailored Skirts, \$4

"GRAUSTARK" the Story of a Love Behind a Throne

BY GEORGE BARR McCUTCHEON.

A thrilling, dashing narrative, and now being played by Grayce Scott at the Colonial Theatre. The book is on sale at 50c.



Anniversary Silk Opportunities

This house has always been the silk pathfinder for the best and the new. These silk prices will prove what the Anniversary Sale will stand for. Don't ask for these same prices after the week's sale—

1 1/4-yard wide Lyons Black Taffeta, the soft chiffon quality that usually sells for \$2, Anniversary price, yard **\$1.00**

40-inch Pompadour Crepe de Chine; they are the Paris floral designs; white, blue and black ground; \$2.00 values, for, yard, **\$1.25**

The 54-inch wide Zurich, soft handsome Satin for coats and suits; the best \$5.00 quality that we know of; during this sale, at, **\$3.50**

Crystal Bengaline, 36 inches wide, the finest pure dye; \$2.50 quality; in navy, black and white, on sale for..... **\$1.50**

Satin Charmeuse, yard wide, every shade for evening, dinner dresses and street wear, including black and white, with splendid lustre; always sells for \$1.50, on sale for, yard **\$1.00**

18-inch Satin Messaline, all pure silk; all the various colors, including white and cream; the usual 49c ones, on sale for. **29c**

Satin Duchess, in the various street and evening shades, yard wide, all pure silk, that are always here and elsewhere \$1.00 a yard, special price will be **75c**

We have made arrangements for special prices with the best black satin manufacturers in this country.

These five pieces—

75c Quality for 50c
\$1.00 quality for 75c
\$1.12 quality for 85c
\$1.25 quality for \$1.00
\$1.98 quality for \$1.45

Also Fancy Chiffon, printed effects, 40 inches wide, the usual best price is \$1.00 and \$1.25, and for the Anniversary Sale, yd **50c**

Main Floor.

Women Who Are Fastidious Should Come Here for Waists

Here you will find Waists with the refinement of style that makes them stand out from the ordinary. Here, too, the newest and best of distinctly different models.

Anniversary Week prices make them doubly attractive now.

Crepe de Chine Waists, in white, flesh, maize, green and navy, four distinctive models; both high and low necks **\$1.79**

Volle and Lingerie Waists, those nice \$1.98 kinds, to be sold during the Anniversary Celebration for **\$1.50**

Waists of Combination Silk, lace and net trimmed, with fur and velvet; latest collar effects; entirely new models; actual \$5.00 values, this week **\$3.98**

Crepe de Chine, fine shadow lace, nets, chiffon and satin Waists, in wonderful assemblage of styles to select from, **\$6.98**

Second Floor.



Styles for the Juvenile---Coats & Dresses

AGES 8 TO 14 YEARS

We present a most engaging assemblage of fall models—styles and materials that embody the true charm of the ultra smart clothes for the young. All are marked at unusually advantageous prices, and especially so for Anniversary Sale week.

All-Wool Coats, cape effect, Copenhagen, trimmed collar and cuffs; smart models, especially for school wear; regularly priced at \$4.50, this week **\$3.50**

Boucle Coats, quilted satin lined, beautiful striped color effects, chic, jaunty styles; priced this week for **\$5.00**

Serge Dresses, also combination effects of serge and satin, in styles like mother wears; charming style lines; **\$3.98**

Gingham and Percale Dresses, in a range of 25 different styles of plaids, stripes and checks; regularly priced at \$1.00 and \$1.25, Anniversary Sale **88c**

Rain Capes, for the little miss, in sizes 8 to 16 years; gray stripes; serviceable garments for school wear..... **98c**

Sweaters, in a range of styles to select from, Cardigan knit, also zibeline effects, many new colors, combination collar effects, prices \$5 down to **\$1.98**

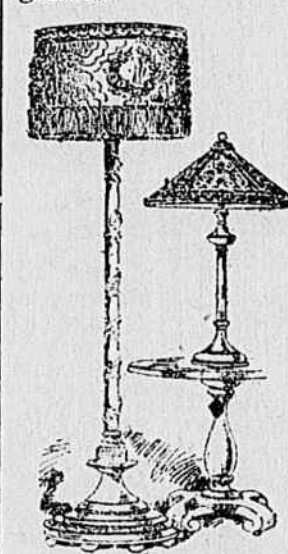
Second Floor.

Useful House and Kitchen Ware

The Anniversary Sale of the Best

BEST—Because it includes only first quality. The sale includes a greater number of articles and more of a variety than could possibly be offered on ordinary occasions.

AND THE PRICES are 20% to 40% below those usually asked for like grades.



Beautiful Lamps, to make the home brighter.

Electric Ceiling Showers

\$7.50 to \$50

Damasus Brass, silk lined; also brass shower, with glass shades.

Dining-Room Domes

Art glass, with heavy cast metal frames; new shapes; fitted for gas or electricity, \$15 value, **\$7.50**

Thirty-five other neat patterns to choose from; regularly \$16 to **\$11.00**

Electric and Gas Library Lamps, in 10 designs; brass bases with art glass shades and metal tracery; regular \$8.50 value **\$5.00**

Artistic Carved Wood Lamps, with rich silk shades, in prices ranging from \$3.75 for Bouclair Lamp, to \$20.00 for Parlor Lamp.

Genuine O Cedar Polish Mops, with 50c Can of Cedar Polish, in this sale both for **85c**

Chemically treated—makes it easy to clean those "hard-to-get-at" places; dusts, cleans and polishes; can be washed and renewed.

Bathroom Fixtures

Nickel-plated Bathroom Fixtures, best nickel plate on brass, and will not rust. Lot includes combination tumbler and soap holders, tumbler and toothbrush holders, wall soap dishes, toilet paper holders, glass shelves and towel bars. Formerly priced 85c; choice for **50c**

\$1.50 Serving Trays, these have glass covered bottom, in mahogany finished frames; brass handles, felt bottom and rubber feet **\$1.00**

Silver-Plated Ware

Every piece is highclass guaranteed quality, good enough to grace any table.

Choice 10c

Sheffield A. A. Plate, in princess design, now discontinued, therefore the low price; a large assortment of cold meat forks, berry spoons, gravy ladles, pie knives, sugar shells, butter knives, tea and table spoons, fork, knives, etc.; values to 35c each, your choice, each **10c**

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Hosiery Stands Out Prominently In This Sale

All kinds for women, boys and girls, at prices that should prompt buying for present and future needs. The qualities are, as always at Cohen's, the very best the world knows of.

Lavender Tipped Black Silk Hose, never sold for less than 50c a pair; for this week in the Anniversary Sale. **36c**

Women's Black Silk Hose, in the full length silk, with hile soles, heels and toes, perfect wearing hose, during this week, pair **35c**

\$1.00 Black Silk Hose, and the very best at that price will be in this sale all week for only, pair **79c**

The best \$1.50 Black Silk Hose, with hile soles, heels and toes; will be sold this week for, pair, only..... **\$1.10**

Women's 25c Silk Boot Hose, the best values of the year at 25c; will be priced for this week, pair, only..... **18c**

Misses' and Children's fine ribbed best quality 25c Black Stockings are in this sale; pairs for 50c, or a pair 17c only **17c**

Main Floor.

Knit Underwear

The most complete assortments of kinds and sizes. Special preparations for this great sale have been made in co-operation with manufacturers, with the result that the best values of the year are on sale.

Children's 12 1/2c Underwaists, in all sizes to 12, and they are big values at 12 1/2c, will be offered this week, at, each **7c**

Women's Vests or Pants, bleached ribbed; perfect fitting; 50c garments, are only **33c**

Heavy Pile Vests or Pants for women, winter weights and specially low priced at **38c**

Union Suits for women, full bleached; perfect fitting garments, are at **44c**

Children's Shirts, bleached, ribbed; in sizes to fit up to 5 years of age, each **10c**

Boys' Union Suits, fine fleeced Egyptian yarn; sizes to 16 years, each at **50c**

Women's Vests and Pants, best quality 25c garments; bleached, ribbed; this week only **17c**

The Munsing Wear Garments, full assortments of sizes, separate or Union Suits, ask to see Munsingwear.

Hair Goods

Wavy Hair Switches, 3 stem, 24 inches long, made of high grade French refined hair; a switch well worth \$3.00, special sale price **\$1.25**

30-inch 3-stem Natural Wavy Hair Switches, made of fine grade of French refined hair; a beautiful \$7.98 Switch for **\$4.25**

Natural Wavy Switch, 3-stem, 24 inches long; to match any shade; Anniversary Sale price **75c**

Ribbons

200 pieces of 5 and 5 1/2-inch All-Silk Fancy Ribbons; sell regularly at 29c yard, special **19c**

Satin Taffeta Ribbon, in white, pink, blue, red; 1, 1 1/4 and 1 1/2 inches wide; usually sells for 6c, 8c and 10c yard **5c**

5 1/2-inch wide Roman Stripe Ribbons, so much used for hat bands; beautiful color combination; Anniversary 17c price, yard **17c**

In the employ of this store today are many men and women who began here as boys and girls. They received their business education and their business growth through serving you; they also are familiar with your wants and know how to serve you as you should be served.

They, too, will be delighted to greet you during this Anniversary celebration, and to help you to the many buying advantages available during this sale.

Our Mail Order Customers

May avail themselves of the many buying advantages offered in this great Anniversary Sale—all orders will be filled promptly. The same careful attention as if you personally visited the store, experienced, thoughtful shoppers will fill your orders.

Help is the Teaching of Economy

ers have been importuned to help us lead to interest that should ed. It is a store full of almost everything.

Anniversary Sale in Boys' Clothing

Latest Norfolk styles, knickerbockers, well tailored to our own \$2.50 suits will sell for **\$1.75**

so that were \$3.45 will **\$2.59**

0 and \$7.00 Suits, many stores sell at \$9.00; blue, brown and **\$4.90**

es, for, suit **\$4.90**

ie and many others.

Also Sweaters

Boys' Sweaters **39c**

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Knickerbocker Pants, instead of 75c, pair **38c**

Among the Various Special Anniversary White Goods

You will find 10c English Long Cloth for **5c**

12 1/2c Pajama Checks, yard wide, for **5c**

\$1.50 English Long Cloth, every piece in two pieces, for **85c**

10c Crepe Madras, for **6 1/2c**

These are but a few of the many special prices for the Anniversary Occasion.

Those that usually sell at **\$1.00**

Silkline Comforts, all laminated cotton filling; they are \$2.50 at all times; the price will be **\$1.69**

Silk Messaline Covered Comforts, filled with lamb's wool, light as **\$12.50**

75c Feather Pillows will sell for **47c**

1.25 Bed Spreads **85c**

The \$2.00 Crochet Spreads, Marseilles designs, for **\$1.25**

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The COHEN CO. INC.
THE DAYLIGHT STORE OF RICHMOND